

PLUS
Cable marketing

- ATC President Collins becomes chief of HBO
- Turner initiates public stock offering
- U.K. operators drop out of race
- Cable Music Channel ready for debut

C4722-2

CableVision

The news and features weekly of the cable television industry

November 5, 1984

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S GARNER SRI ACQ ED
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD
20814

**EISNER
TAKES CHARGE
AT DISNEY**



Leading the week.....11-20

Collins to HBO

American Television and Communications President Joseph Collins has been appointed to a similar post at Home Box Office, with Michael Fuchs moving up to chairman. The move is seen as an attempt to bring costs of the pay service back into line.

Milwaukee blues

Warner Amex Cable and Viacom Cable dissolve plans to create a joint system venture serving Milwaukee and surrounding suburbs.

U.K. update

Great Britain's two largest cable companies announce pullout plans, a major setback to industry development there. Correspondent Richard Spandler has that story, plus news on an overseas development involving Times Fiber Communications.

CMC launch

The industry has two pop music video services running with the scheduled launch of Turner Broadcasting's Cable Music Channel Oct. 26. One proposal of the fledgling service under negotiation with record companies: per-play cash payments for specific clips.

Dereg. profits?

Operators who increase basic prices following rate deregulation in two years may be asked to hand over a percentage rather than a flat fee to basic cable suppliers. USA Cable Network chief Kay Koplovitz said deregulation gives an opportunity for rising profit margins on both sides.

TDC 'at all costs'

Newly appointed Walt Disney Productions Chairman Michael Eisner will protect The Disney Channel "at all costs." In an exclusive interview, Eisner elaborates on the direction that he plans on taking the studio.

Cable catches up

Basic cable services continued to gain over broadcast fare in the third quarter ratings, while pay service viewing has leveled out, according to a Cabletelevision Advertising Bureau compilation of A.C. Nielsen Co. data.

TBS offers stock

Concerned that interest rates will rise, Turner Broadcasting System announced last week it intends to proceed with plans to raise \$125 million through a public offering to pay off its bank debt.

About the cover

Michael Eisner reveals some of his plans for Walt Disney Productions, including The Disney Channel. See story on page 20.

Sections

Programming.....30

GalaVision faces programming refinements and experimentation with expanded basic placement as the Spanish-language pay service celebrates its fifth anniversary.

Marketing/Advertising.....48

The proliferation of cable guides in the last several years has attracted the attention of the U.S. Postal Service, which is currently contesting applications for second-class status for four guides and is investigating at least two others.

Business & Finance.....76

"The times they are a changin.'" That was the message Glenn Jones brought to a recent meeting of the Southern California Cable Association.

Management.....82

An automated communications system installed at Warner Amex Cable's Houston franchise a year ago has helped reduce the volume of customer service inquiries there.

New Ventures.....84

The nation's newest videotex service, transmitted via telephone, launches in Chicago this week.

Government & Law.....86

Theft of service protections in recently passed federal cable legislation will add to laws already in place in many states. The federal law is crucial, however, because many states have only general protections in place. The current bill makes theft of service both a criminal and civil offense.

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Turner Broadcasting System's Cable Music Channel pulls out of the blocks, ready to meet MTV head on with music videos such as 'Wrapped Around Your Finger' by The Police.

CABLE STATS

Cable services subscriber count

Satellite-fed national service

Basic services	Affiliates	Subscribers	% change in subs from 10/3/83†
American Christian Television Systems (ACTS)	100	1,369,471	NA
Arts & Entertainment Black Entertainment Television (BET)	1,500	10,500,000	NA
Cable Music Channel	340	7,000,000	+ 52.0
Cable News Network (CNN)	NA	NA	NA
CNN Headline News	6,247	27,654,000	+ 32.7
C-SPAN	1,780	12,570,000	+ 169.0
CBN Cable Network	1,500	18,000,000	+ 24.1
Country Music Television	4,619	24,300,000	+ 9.4
Entertainment & Sports Programming Network (ESPN)	225	4,600,000	+ 283.3
Eternal Word Television Network (EWTN)	8,438	32,700,000	+ 35.6
Financial News Network (FNN)	165	2,410,000	+ 48.5
The Learning Channel	1,000	17,000,000	+ 88.8
Lifetime	530	4,762,840	+ 32.3
Modern Satellite Network (MSN)	1,992	20,425,569	NA
Music Television (MTV)	550	9,913,290	+ 20.5
The Nashville Network	2,470	21,800,000	+ 45.3
National Christian Network (NCN)	2,000	16,800,000	+ 68.0
National Jewish Television (NJTV)	95	1,200,000	- 16.6
Nickelodeon	196	4,050,500	+ 43.4
Prime of Life	3,250	21,100,000	+ 51.2
PTL Satellite Network	NA	5,000,000	NA
Santa Fe Communications	1,034	10,100,000	+ 26.2
Satellite Program Network (SPN)	26	524,723	NA
Silent Network	509	11,664,183	+ 52.6
SIN Television Network*	240	6,800,000	NA
Trinity Broadcast Network	276	28,338,300	+ 775.3
USA Network	370	4,486,000	+ 39.3
The Weather Channel	4,000	25,000,000	+ 31.5
WGN-TV	1,260	12,800,000	+ 28.0
WOR-TV	5,741	14,211,515	+ 32.6
WPIX-TV	1,066	4,800,018	+ 17.0
WTBS-TV	152	885,000	NA
	7,798	31,600,000	+ 18.5

Pay services

American Movie Classics	NA	NA	NA
Bravo	156	246,000	+ 96.8
Cinemax	2,100	2,700,000	+ 8.0
The Disney Channel	1,712	1,132,389	NA
GalaVision	200	130,000	+ 4.0
Home Box Office (HBO)	5,400	13,500,000	+ 8.0
Home Theater Network (HTN)	400	275,000	+ 22.2
Professional Education Network	NA	NA	NA
The Movie Channel	2,750	3,200,000	+ 28.0
The Playboy Channel	457	720,000	+ 44.0
The Pleasure Channel	6	12,000	NA
Showtime	3,000	5,400,000	+ 20.0

Audio services

Cable Jazz Network	3	15,120	NA
Lifestyle	104	3,239,773	+ 79.9
Love Sounds	4	10,730	NA
Moody Bible Institute	34	535,879	+ 64.5
Nice and Easy	13	111,250	NA
Satellite Jazz Network	13	850,000	NA
Satellite Radio Network	50	403,000	+ 0.75
SCAN	34	173,000	+ 60.1
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+ 11.3

Text services

AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+ 38.2
Electronic Program Guide (EPG)	165	3,276,189	+ 55.8
Genesis Storytime	13	159,000	NA
Reuters News View	350	4,100,000	+ 17.1
UPI Data Cable	450	NA	NA

Pay-per-view services

HiLife Channel	NA	NA	NA
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Non-satellite-fed national service

Bicycled services

Fuji Network	7	3,833	+ 39.8
Nippon Golden Network	5	8,105	+ 305.0
The Pleasure Channel	8	4,000	NA
Vector Consumer News	12	300,000	NA
Vector Consumer Shopping Guide	16	490,000	NA

Regional entertainment service

Basic service	Affiliates	Subscribers	% change in subs from 10/3/83†
Atlanta Interfaith	7	130,000	+ 3.1
Bay Area Religious Channel (BARC)	5	107,100	- 46.0
Buffalo Sabres Hockey	13	450,000	+ 38.4
The Ecumenical Channel	5	92,000	NA
Home Sports Entertainment—Houston/Dallas	57	48,000	NA
Home Team Sports	15	20,000	NA
KTVT	NA	NA	NA
Life Newsvision	24	35,000	+ 218.0
Madison Square Garden	52	1,700,000	+ 13.0
Meadows Racing Network	19	275,000	NA
MetroChannel	1	112,000	+ 1.8
New England Sports	NA	NA	NA
Newsday Cable	1	232,000	+ 22.0
PRISM-Philadelphia	89	369,500	+ 4.8
Pro-Am Sports	35	25,000	NA
The Superchannel	13	22,000	NA
SportsChannel (New England)	47	55,000	+ 175.0
SportsChannel (New York)	39	370,000	+ 23.1
Sports Time	112	42,000	NA
SportsVision	20	45,000	+ 309.0
Sportsvue Cable Network	25	18,500	NA
Texas Cable Network	12	730,000	NA
Video Music Channel	30	300,000	+ 172.0
Z-Channel	23	96,730	+ 5.9

Announced services

Non-satellite-fed services

The Games Network

Expected Launch

4th quarter 1984

Regional services

Box Seat

TBA

Satellite-fed services

Almi Group Network	TBA
The Aloha Network	TBA
AP News Plus	12/84
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cable Music Channel	10/84
The Cablesport	1/85
Cable SportsTicker	4th quarter 1984
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	TBA
Movie Time	1/85
Nabu Network	2nd quarter 1985
The Nostalgia Channel	TBA
Pacific Cable	4th quarter 1984
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	1985
The Work Channel	TBA
X'Press	1st quarter 1985

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated.

NA denotes not available.

NC denotes no change.

TBA denotes to be announced.

* Total SIN reach. Spanish-speaking households: 3,490,300.

† Percentage change is now computed using previous year's figures.

Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during October 1984.

A&E

American Hawaii Cruises (R)
BMW Autos (R)
British Airways (N)
Celestial Seasonings (N)
Exxon (R)
Ford (R)
GM (N)
IBM (R)
Jamaica Tourist Board (N)
New World Pictures (N)
RCA (R)
Reagan-Bush '84 (R)
Schwepp's (N)
Showtime (R)
U.S. Postal Service (N)

BET

Anheuser-Busch (R)
AT&T (R)
Avon (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Columbia Pictures Industries (R)
Eastman Kodak (R)
Ford Motor Co. (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Reagan-Bush '84 (N)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Westinghouse (R)
Wrigley's (R)

CBN†

Block Drug Co.
Burrough's Welcome
Business Week
Clorox
Consumer Reports
General Foods
General Mills

Haines
Jeffrey Martin
KalkKan
M&Ms/Mars
Nestle
Thompson Medical
Time/Life
USA Today

CMC*

Paramount Pictures (R)
Tri-Star Pictures (N)
Wrigley's (N)

C-SPAN**

AT&T (R)
Centel (R)
DuPont (R)
General Motors (N)
IBM (R)
M/A-Com (N)

Dow Jones Cable News

Charles Schwab & Co.
Consumer Report (N)
House & Garden Magazine (R)
Northwestern Mutual (N)
Smithsonian Magazine (R)



ESPN

American Motors (R)
Cannon Films (N)
Canon Copiers (N)
Carnation (N)
Chrysler Imports (N)
Dodge (R)
Emerson (N)
Hilton Hotels (R)
Honda Motorcycles (R)
JRAP (N)
Kentucky Fried Chicken (R)
Mondale-Ferraro (N)
M. Rubin & Sons (N)
N.J. Travel & Tourism (N)
North American Van Lines (N)
Procter & Gamble (R)
Ramada Inns (R)
Ryder Trucks (R)
Sanyo (R)
Sears (R)
Sharp (N)
Showtime (R)
Stouffers Hotels (N)
UPS (R)
U.S. Army (N)
U.S. Navy (N)
Zenith (R)



FNN

American Airlines (R)
Avis (R)
Borg Warner (R)
Charles Schwab (R)
Chicago Board of Trade (R)
Compact Computers (R)
DHL (R)
Hyatt Hotel (R)
John Hancock (R)
Merrill Lynch (R)
Mita Copiers (R)
Sanyo (R)
Shearson Lehman/
American Express (R)

MSN

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television*

Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)



SPN*

Air New Zealand (R)
Australian Tourist Bureau (N)

Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel

Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network

Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnafitch (R)
Solarts (R)



The Weather Channel

Allstate (R)
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Champion Spark Plugs (R)
Intalcable (R)
Norelco (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats Co. (R)
Ralston Purina (R)
Ramada Inns (R)
Sears Portrait (R)
Thomas J. Lipton (R)
3M (R)
Union Carbide (R)
United (R)
United Technologies/
Carrier (R)
Warner Lambert (R)

R denotes renewal client.

N denotes new client

*Listing is comprised of September advertisers.

**Listing is comprised of both advertisers and program underwriters.

†New and renewal information not available.

Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.